GuideTunes

Multilingual audio guides
for international visitors to Japan

For hotels, ryokan, guesthouses, capsule hotels and vacation rentals

Set your property apart, and earn a new income.

Audio guides in 10 languages (Tokyo, Kyoto and Osaka) that international guests play on their own phones. There are two ways to use them at your property, and you can use both together.



For these everyday challenges

- **Hard to stand out from nearby hotels**
- **No time for sightseeing tips**
- **Language barriers**
- **Show hospitality in reviews**

GuideTunes solves this in two ways

Use either one, or both together. Details on the following pages.

01 Guest plan

Stand out from other properties with a room plan that includes an audio guide

Sell a room plan that comes with unlimited audio guides for your city (sights + food) — as one of your booking plans. Give sightseeing room plans, which rarely differ from hotel to hotel, a clear difference.

- **¥1,000 per guest (half the regular ¥2,000), tax included**
- **Guests can listen to the guides for the city on their card plus food, in 10 languages, for 3 days**
- **No setup or monthly fee**

Details: page 3

02 Placement (referral fee)

Place flyers and earn a new income

Just place flyers with your property's own QR code at the front desk or in guest rooms. When guests buy, that share becomes your income as a referral fee.

- **No setup fee, no monthly fee**
- **20% of sales, up to 30% based on your sales**
- **You can stop any time**

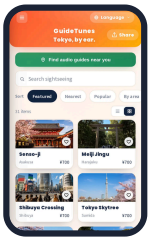
Details: page 5

Guests just scan and listen (same for 01 and 02)



1 Scan the QR code

On their own phone. No app needed.



2 Choose a guide

Sights, food and history.



3 Listen

In any of 10 languages.

Try it yourself now

Scan the QR code or open guidetunes.com and listen to chapter 1 for free.

Only difference: 02 — chapter 1 is free and guests buy the rest. 01 — the card unlocks every guide for its city, plus food.

You can use both together. The QR code on a guest-plan card is separate from your own placement QR code. The referral fee rate is 20%, 25% or 30%, depending on the previous month's sales. Figures are estimates; final terms are confirmed after you apply.

01 | Add it to a room plan for something new to sell

Sell a room plan with an audio guide on your usual booking sites.

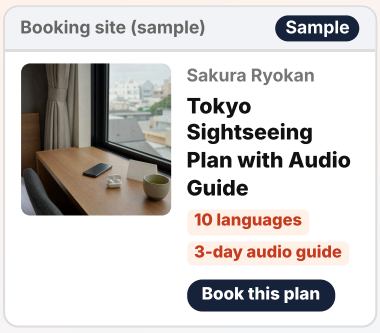
Guest plan for hotels and ryokan. For example: “Tokyo Sightseeing Plan with Audio Guide”. Guests can listen to every sightseeing and food guide for the city on their card, in 10 languages, for 3 days.

¥1,000
per guest, added to the plan
Half the regular ¥2,000, tax included

¥0
Initial and monthly fees
You pay only for guests on cards issued

3 days
City + food guides, unlimited
10 languages, 72 hours from the start

How to sell it: three easy steps



1 List it on booking sites

Just like your other room plans.



2 Issue cards in the portal

One tap issues a card with a QR code.



3 Hand them to your guests

At check-in, or by email or message.

Guest books → **You hand over a card** → **3 days of city + food guides**

Give cards only to guests who booked the plan. Never post them where anyone can see, such as social media or notice boards.

How the money flows, and the terms

How the money flows



GuideTunes → Guest：**city + food guides, 10 languages, 3 days**

Terms at a glance

Price	**¥1,000 per guest, tax included (half the regular ¥2,000 of the 3-Day Unlimited, 1 city + food)**
Listening	72 hours from the start, the card's city + food guides in 10 languages
One card	1–5 guests (issued to match the booking)
Billing	Guests on cards issued that month × ¥1,000, billed at month end; bank transfer or automatic card payment. Invoices by email and portal (no post)
Validity	12 months from issue
Referral fee	**Not eligible (separate from placement; you can use both)**
Who gets it	Only guests who booked the plan. One-time use; cannot be passed on or resold

Three steps to start

1 Apply and sign
Apply on our website; we guide you through the contract.

2 Register in the portal
Choose “Use”, a payment method, and agree to the terms.

3 Issue and hand over
1–5 guests per card. Guests create an account from the QR code and can listen to the guides for the city on the card plus food for 72 hours.

The QR code on the card is separate from your placement QR code. Final terms are confirmed in the agreement terms when you apply.

02 | Place flyers and earn a new income

Place one QR code — more satisfied guests, and a new source of income.

Audio guides to sightseeing, food and history, in 10 languages. Visitors just scan the code; no app needed.

¥0
Setup fee
Flyers and POPs with your own QR code, issued free of charge

¥0
Monthly fee
Your only cost is printing, at your own expense

20%, up to 30%
Referral fee
20%, up to 30% based on your sales.
E.g. one a day: approx. ¥256,000 a year; 100 a month: approx. ¥1.01 million a year

The examples are estimates assuming 1-month Unlimited at ¥3,000 sells this many times every month by web payment. They are not a promise. Your revenue share is calculated on the **net sales base**: what the customer pays, minus payment processing fees and refunds. **Revenue share amounts include consumption tax.** Rates by rank are on page 7.

What you place (issued free in the partner portal)



Tabletop POP



A6 card



A4 flyer



A3 poster

Your only cost is printing.
No setup fee and no monthly fee. You earn a share of every purchase your customers make.

Please feel free to get in touch

partner@guidetunes.com

No start date needed. Just send four things: business name, contact name, email and business type. We usually get back to you within 2 business days.

Partner page: guidetunes.com/partners

Try it first.
Listen to a free first chapter on your own phone and see what your customers will experience.

Figures are estimates. Final terms are in the agreement form after you apply. If they differ, the form prevails.

Please place the QR code where it catches the eye.

Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. Then put them out or put them up. No extra customer service work and no system setup are required.

Placements that work best



1 Where guests wait or sit

Lobby tables and room desks: guests have time to scan, so this works best.



2 Where every guest passes

Front desk and entrance: noticed while checking in.



3 Where guests pick things up

Lobby rack or hand-out at check-in: guests take it along.



Tabletop POP | tables



A6 card | front desk



A4 flyer | rack, hand-out



A3 poster | entrance wall

What we ask of you

- Print the materials and put them out or stick them up in any of the places above. Even one spot is fine.
- Scan the QR code with your own smartphone to check that it works.
- When a customer asks, give them a quick word of introduction, as in the example below.
- Keep the QR code exactly as it is. Your results are tracked through your own code.
- If a flyer or card gets dirty or runs low, please replace it or add more. You can print the files you issued as many times as you like.

Example of what to say to customers: “We have audio guides in 10 languages. Feel free to scan this QR code.”

観光の音声ガイドがあります。10言語に対応しているので、よければこちらのQRからご覧ください。

Placement at a hotel

Tabletop POP on lobby tables; A6 card on the front desk; single-sided A4 by the elevators; double-sided A4 on room desks, in the lobby rack or at check-in; A3 poster on the entrance wall.

Simply by displaying it, you grow a new source of income.

Each eligible purchase through your own QR code earns you 20%, up to 30% based on your sales, of the net sales base: 25% the month after ¥50,000 or more, and 30% after ¥100,000 or more. Amounts include consumption tax.

20%

Standard, the starting rank

Previous month's total net sales base under ¥50,000 → next month's rate

25%

Gold

¥50,000 or more a month → next month's rate

30%

Platinum

¥100,000 or more a month → next month's rate

Example per purchase: a 1-month Unlimited plan at ¥3,000, paid on the web. Figures are approximate.

Customer pays	Less payment fee	Net sales base	Standard 20%	Gold 25%	Platinum 30%
¥3,000 1-month Unlimited	¥108	¥2,892	¥578	¥723	**¥868**

The rate applies to the net sales base, after payment fees of about 3.6% for web payments, so it is slightly less than 20% of ¥3,000, which is ¥600.

Monthly revenue share: estimated example with 1-month Unlimited at ¥3,000

Purchases / month	About	Net sales base / month	Rate from month 2	Monthly share	Per year
10	1 / 3 days	¥28,900	20%	**¥5,800**	¥69,000
30	1 / day	¥86,800	25%	**¥21,700**	¥256,000
60	2 / day	¥173,500	30%	**¥52,000**	¥607,000
100	3-4 / day	¥289,200	30%	**¥86,800**	**¥1,012,000**

Assumptions: the same number of 1-month Unlimited plans at ¥3,000 is sold through your QR code every month by web payment. The net sales base is about ¥2,892. For monthly plans the first payment qualifies, so the counts are new sign-ups each month. Month one is at 20%. Not a promise of any amount. Rates may change with 2 months' notice; ¥0 for 3 months in a row ends the partnership automatically.

Your only cost is printing. No setup or monthly fee, and the print-ready files are free. If you wish to stop, the partnership ends at the end of the month in which you tell us.

Payment

Cut-off	Payment date	Minimum payout	Transfer fee	Consumption tax
End of month	**14th of the month after next** or the previous business day if a weekend or holiday. November is paid on Jan. 14	**¥3,000** Smaller amounts carry over; all settled when the partnership ends	**Paid by GuideTunes**	**Included**

Final terms are in the agreement form after you apply, and the form prevails. See page 8.

Detailed terms, agreement and cancellation

After you apply, you confirm the final terms in the agreement form; you partner with us by agreeing to them and to the partnership terms overview at guidetunes.com/partners/terms. If this document differs, the form prevails.

1. What your revenue share is based on Your revenue share is calculated on the amount the customer actually paid, minus payment processing fees, refunds and the like. We call this the net sales base. Example: if a customer pays ¥3,000 and the payment fee is about ¥108, the net sales base is about ¥2,892. For purchases made inside the app, Apple and Google charge a fee of about 15%, so the revenue share is smaller than for web payments, where the payment fee is about 3.6%. For the same ¥3,000, the net sales base is about ¥2,550. Prices are the same on the web and in the app. You can always check the deducted amounts in the itemized statement in your store portal.

2. How your rate is set This month's rate depends on last month's net sales base: 25% from ¥50,000, 30% from ¥100,000, otherwise 20%. It can jump straight from 20% to 30%. The rate applies to all of that month's sales. It does not change mid-month or retroactively. If your rate is going down, see 3 below.

3. When your rate goes down Only if you fall below the Gold threshold of ¥50,000 or the Platinum threshold of ¥100,000 two months in a row, you move down one rank from the following month, never two ranks at once. If you get back above the threshold, the count starts over. Each month is judged on sales from the 1st to the end of the month, Japan time.

4. Which purchases qualify Paid purchases made through your own QR code or link qualify. For monthly plans, only the first payment qualifies; automatic renewals from the second month on do not. A customer is linked to the first QR code they scanned for 7 days. Scanning another code meanwhile changes nothing, and each purchase is credited to one business.

5. Payment We close at the end of each month and pay on the 14th of the month after next, or the previous business day if the 14th is a weekend or holiday. For example, November is paid on January 14. The minimum payout is ¥3,000; smaller amounts carry over to later months; you can check your balance in your store portal. When the partnership ends, any balance is settled regardless of amount. GuideTunes pays the transfer fee. Revenue share amounts include consumption tax. If a refund or similar comes to light after month-end, it is deducted from your next payment.

6. Purchases that do not qualify Purchases made by yourself or people connected to you, purchases made with the intention of seeking a refund, and improper use of the QR code do not qualify. If we find such cases, we may adjust your revenue share or ask you to return amounts already paid. If you disagree, please tell us through the contact form.

7. Printing and placement Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. Place them where customers will see them.

Agreement, cancellation and withdrawal

Withdraw any time
On request, we will stop the placement or remove the listing at any time.

Not exclusive
You can use it alongside other services.

¥0 setup and monthly
No setup or monthly fee. You earn a share of what sells.

Changes: 2 months' notice
Rates and thresholds may change with 2 months' notice.

Automatic end: if the net sales base is ¥0 for **3 months in a row**, the partnership ends automatically. After 2 months in a row, a notice appears in your store portal in advance. After it ends, attribution of your QR code is deactivated and any carried-over balance is settled regardless of amount, without the minimum payout. If you partner with us again, you start as new at Standard, 20%.

Q. What if I want to stop? The partnership ends at the end of the month in which you tell us, and any unpaid revenue share is settled regardless of amount. We can also stop the placement or remove the listing at any time.

Every print-ready file comes with your own QR code, free of charge.

Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. In the samples below, your QR code goes where it says “お店ごとに発行”, meaning issued per business.

1. Service-wide materials: choose from four types



「アプリ全体」

Recommended

Whole app: Tokyo, Kyoto and Osaka. For hotels, stations and multi-city guests



「東京全体」

All of Tokyo. For shops where guests explore Tokyo, e.g. Asakusa



「京都全体」

All of Kyoto. For shops in Kyoto's streets and sights



「大阪全体」

All of Osaka. For shops in Osaka's streets and sights

All four types come as A4 double-sided, A4 single-sided, A6 stand card and triangle POP. Whichever sheet guests scan, the 1-Month Unlimited lets them listen to every guide in Tokyo, Kyoto and Osaka, and the 3-Day Unlimited to the city they choose plus the food guides.

2. Location-specific materials: e.g. Senso-ji and Meiji Jingu



A4 double-sided, front Senso-ji



A4 double-sided, back Senso-ji



A4 double-sided, front Meiji Jingu



A4 double-sided, back Meiji Jingu

Primarily in English, with 10 languages listed side by side. The front shows a photo of the place and the app; the back has that place's chapter list, instructions and prices. In the partner portal you can choose a sheet for each sight or food guide in Tokyo, Kyoto and Osaka (A4 double- or single-sided, triangle POP, A6 stand card, A3 poster).

Getting started: six easy steps

1
Apply
You
By a 2-minute form or email. No visit or meeting needed

2
Review
GuideTunes
We review your business details

3
Agreement details
You
Enter your details, including your bank account, in the agreement form

4
Portal invitation
GuideTunes
You set your own password from the invitation email

5
Issue print items
You
Issue flyers and POPs with your QR code in the partner portal. Printing at your expense

6
Print and place
You
Scan to check, then put them out. Purchases via your QR count from that day

Questions and applications go here. No need to enter passwords or card details.

partner@guidetunes.com

No need to have a start date decided. Just send us your business name, contact name, email address and business type. We usually get back to you within 2 business days.
Partner page: guidetunes.com/partners